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SOCIAL ADVERTISING AS ONE OF THE ASPECTS OF PROFESSIONAL ACTIVITY OF A SOCIAL WORKER

Abstract. The article deals with the peculiarities of using social advertising in the sphere of social work. The authors analyze different definitions of the notion "social advertising". The necessity of implementation of advertising and information technologies into social work is proven. The authors give some suggestions how to perceive social advertising. The objectives, types and functions of social advertising are reviewed. The peculiarities of public awareness regarding to the activities of social services departments are highlighted. The requirements to social advertising are defined.

Keywords: social advertising; non-profitable advertising; information technology; working with public.

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СОЦИАЛЬНАЯ РЕКЛАМНАЯ ИНФОРМАЦИЯ КАК ОДИН ИЗ АСПЕКТОВ ПРОФЕССИОНАЛЬНОЙ ДЕЯТЕЛЬНОСТИ СОЦИАЛЬНОГО РАБОТНИКА

Аннотация. В статье авторами представлены трактования понятия «социальная реклама», обоснована необходимость использования рекламно-информационных технологий социальными работниками в профессиональной деятельности, определены особенности информирования населения о деятельности социальных служб и социальных услугах.

Ключевые слова: социальная реклама; некоммерческая реклама; рекламно-информационная технология; работа с общественностью.

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СОЦІАЛЬНА РЕКЛАМНА ІНФОРМАЦІЯ ЯК ОДИН ІЗ АСПЕКТІВ ПРОФЕСІЙНОЇ ДІЯЛЬНОСТІ СОЦІАЛЬНОГО ПРАЦІВНИКА

Актуальність теми дослідження. У статті авторами представлені трактування поняття «соціальна реклама», обґрунтовано необхідність використання рекламно-інформаційних технологій соціальними працівниками у професійній діяльності, означено особливості інформування населення про діяльність соціальних служб та соціальних послугах.

Постановка проблеми. Слід відмітити, що для успішної реалізації соціального проекту важливе вміння працівника соціальної сфери використовувати рекламно-інформаційні засоби у професійній діяльності.

Аналіз останніх досліджень і публікацій. Увага українських дослідників головним чином зосереджена на питаннях визначення сутності поняття «соціальна реклама», її особливостей, критеріїв якості та ефективності, а також механізмів її реалізації (А. Андрусенко, Т. Примак, С. Андріяшкіна, Н. Бутенко, Л. Гейдар, Г. Довбах, О. Грубін, Н. Комарова та ін.).

Виділення недосліджених частин загальної проблеми. Розробка та використання рекламних засобів у вітчизняній соціальній та соціально-педагогічній практиці.

Постановка завдання. Сьогодні доцільним є здійснення аналізу особливостей практики застосування соціальної реклами в практичній діяльності соціальних працівників.

Викладення основного матеріалу. У статті розглянуто особливості використання соціальної реклами в сфері соціальної роботи. Розглянуті цілі, типи та функції соціальної реклами. Стратегічною метою цієї діяльності має стати ознайомлення населення із установа-

ми та закладами, видами послуг та допомог, що вони надають, формування правильного уявлення про те, чим живуть соціальні служби й некомерційні організації.

Висновки відповідно до статті. Автори, в результаті загального аналізу наукової літератури стверджують, що впровадження рекламних та інформаційних технологій в процесі надання соціальних послуг населенню є передумовою соціальної стабільності і добробуту українського суспільства

Ключові слова: соціальна реклама; некомерційна реклама; рекламно-інформаційна технологія; робота з громадськістю.

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Urgency of the research. Recently Ukraine has faced the socioeconomic transformations leading to a radical transformation of the social system, great increase and aggravation of social problems. Current state of the Ukrainian society shows that our country requires faster recovery and stabilization. A significant potential for solving this problem can be seen in such a multifaceted social institution as social advertising, which is considered to be a proven and effective tool for preventing and eliminating the causes of social deprivation of a society.

Target setting. Nowadays, social advertising that provides social services to the population for educational purposes is widely spread in Ukraine. Practice shows that in order to implement social projects successfully, the ability of a social worker to use advertising and information tools in professional activities is very important as researchers call the modern society to be an informative, post-industrial and postmodern, highlighting many aspects in the framework of these characteristics. We should emphasize the increasing role of mass media in the social processes of the XX-XXI centuries. Mass communication, carried out by means of mass media, influences the whole society: its structure, livelihoods, priorities; as well as every individual. Informatisation in general, and mass media in particular, perform an integrative function in the modern world.

Therefore, whether we want it or not, we constantly fall under the influence of social advertising. However, we should perceive it as a means of any other informational impact: trying to monitor and control the changes that take place in our consciousness and emotional sphere when interacting with certain information, and not to believe in every word, try to check the information that has turned out to be important for us and motivates us to take certain actions. Social advertising can be useful for a society as a whole, and every citizen in particular, only in case when it is perceived consciously, soberly and deliberately. Paradoxically, in the Ukrainian society with its numerous problems, social advertising has not been developing properly.

Actual scientific researches and issues analysis. The various sides of advertising were the objects of attention of many scholars, but first of all it is worth pointing out the works by B. Grushin, Yu Borisov, N. Khudenko. A significant contribution to determining the role of social advertising has been made by T. Astakhov, I. Burenkov, V. Ivanov; the specifics of social advertising has been investigated by V. Weiner, O. Grubin, S. Zharov and other scholars, the value aspect of social advertising has been studied by such researchers as M. Piskunova, L. Fedotov.

The attention of Ukrainian researchers is mainly focused on the questions of definition of the essence of the concept of "social advertising", its features, criteria of quality and efficiency, as well as mechanisms of its implementation (A. Andrusenko, T. Primak, S. Andriyashkina, N. Butenko, L. Heydar, G. Dovbakh, O. Grubin, N. Komarova and others). We should point out the scientific research work "Social Advertising: Theory and Practice" aimed at students, teachers and researchers by G. Nikolashishvili who founded the "Laboratory of Social Advertising" in 2002.

Many foreign researchers studied the issue of social advertising. It is necessary to mention the legendary theorist and advertising expert D. Ogilvy, who devoted a chapter to social advertising in his monograph "Ogilvy about advertising"; researchers K. L. Bove and U. F. Arens gave a few pages to social advertising in their fundamental book "Contemporary Advertising".

Article 11 of the Law of Ukraine "On Advertising" states that social advertising information is the information of state bodies on healthy lifestyles, health care, nature conservation, energy conservation, prevention of offenses, social protection and safety of the population that does not have a commercial character. Such advertising should not mention specific products and their manufacturers [2]. Today,

advertising and information technology extend to the social sphere - the system of social protection and social services for the population. Such kind of advertising as social advertising is becoming more and more widespread in Ukraine.

Uninvestigated parts of general matters defining. The issue of working out and introducing the advertising tools into social and socio-pedagogical work is only at the beginning of its development in our country.

The research objective. Thus, the purpose of this article is to analyze the peculiarities of using social advertising in the sphere of social work.

The statement of basic materials. Nowadays, social advertising is considered to be the leading advertising and information technology in the system of social protection of the population. However, such a phenomenon as social advertising has a 50-year old history and is determined by specific features [1, p. 81]. The Law of Ukraine "On Advertising" defines the general concept of social advertising as information of any kind distributed in any form, aimed at achieving socially useful goals, popularization of universal values and the dissemination of which is not aimed at making profit [2]. So, social advertising can be used as a tool for involving society in social processes, in particular for project ideas implementations by social workers.

Among researchers, there is no consensus on the definition of "social advertising". Thus, for example, L. Fedotova reviews social advertising as advertising video, a layout etc. O. Antipenko gives a broader definition: "social advertising is a socially-targeted advertising that does not aim to generate profit". B. Obrytko gives the similar definition, noting that "social advertising is non-commercial information of state bodies and public organizations on actual social issues, in which neither concrete products nor its producer are mentioned" [6]. L. Heider and G. Dovbach identify social advertising as an effective educational tool that enables to reach and motivate a large audience.

According to Y. Romat, social advertising is one of the types of non-commercial advertising, the purpose of which is the formation of certain psychological settings contributing to the achievement of socially significant goals at different levels: from individual social groups to a society as a whole.

M. Piskunova defines social advertising as a form of social reflection, awareness of civic responsibility, an indicator of the ability not only to understand the essence of the social problem, but also to call for a solution. It involves the use of one of the most advanced channels of communication - advertising [7].

G. Nikolaishvili, specifying the content of social advertising, defines it "as a form of communication focused on attracting attention to the most pressing problems of society and its moral values" [5, p. 9]. At the same time, as M. Gribok notes that "social advertising calls for the solution of social problems, appeals to a person as a citizen, a representative of a society. It motivates not for purchases but for actions" [4, p. 25]. In the Dictionary of Reference for Social Educators and Social Workers, the following definition is given: "social advertising - information on healthy lifestyles, health care, ecology, energy conservation, crime prevention, social protection and the safety of people who do not have commercial character and aimed at children, adolescents, youth, women, different categories of families" [9, p. 194].

In the study of R. Vainoli the essence and significance of the influence of advertising in the life of society are highlighted:

- advertising as well as the media is a flexible system, the content of which has been constantly changing, while other components of the macro, meso, and micro levels undergo changes rather slowly;
- advertising has the ability to influence not only the individual but also the educational function of such institutions as family, school, the closest environment. It forms a public opinion at the level of society and the country;
- the direct object of the activity of informational messages is considered to be both individual and a large group of people who constitute the audience for one particular means of mass media;
- the mass media has many opportunities to influence people by means of information and practical samples of different lifestyles [3].

Summarizing the meanings of the reviewed definitions, we can conclude that almost all authors reasonably point out the specifics of the goals of social advertising, aimed at solving significant social problems. Public non-profitable organizations and state institutions are likely to be the customers. Due to the fact that the purpose of social advertising is to change the attitude of the public towards any social problem, and in the long term perspective to develop new social values, view social advertising as

one way of working with public opinion. Understanding and awareness of its educational and adaptive functions affect the effectiveness of social services activities.

Institutions of the social protection system of the population cannot ignore social advertising, understanding its impact on the effectiveness of their activities. In this regard, social advertising and public relations should play an important role in the marketing of social services. The strategic goal of this activity should be familiarization of the population with the institutions, types of services they provide in order to form a correct image of social services and non-profitable organizations.

Nowadays, a network of state and non-state institutions providing social services has been created in Ukraine. Public, charity, volunteer and religious organizations are very active. Volunteer organizations mainly provide assistance to new social categories - Anti-Terrorist Attack participants, their children, members of ATO families, forced migrants, internally displaced persons, while state and private entities distribute their social work to a wider audience.

The objectives of social advertising are the following: setting up of a general informational and advertising field of social orientation; providing practical and useful information to the population on different directions of social influence; developing a socially oriented, attractive, healthy (physically and morally) way of life; forming the image of a young, stable family as a guarantor of the development of a society; anti propaganda of negative phenomena, addictions, criminalization of society, etc.; image advertising and specific advertising of the events of the center of social services for family, children and youth as executors of the state youth policy.

Social advertising should be constructive in nature and create a positive emotional perception of the world. Types of advertising: outdoor advertising (street, transport, in places of accumulation of people); postal advertising (sending materials on the list, sending materials on the principle of "every home"); computerized advertising (advertising information that comes to computer terminals, the screen); advertising in the media (advertising in the press, on the radio, television, in the cinema); interpersonal communication (relations with representatives of mass media); exposition (organization of exhibitions, galleries, stands).

Social advertising can be implemented in various forms: oral (radio), writing (posters, postcards, shields), pictorial (photography, badges, graffiti, computer graphics), combined (clips, television commercials).

Social advertising is an important element of political, economic, moral and psychological stability of a society. Therefore, it performs a number of important functions:

- 1) informational - informs about the presence of a certain social problem that requires an immediate solution;
- 2) educational - explains the reasons for the emergence of social problems and suggests ways to eliminate them;
- 3) educational - forms such behavior patterns that contribute to a non-conflict comfortable common living of people in a society and satisfy their physical, moral, aesthetic and cultural needs;
- 4) economic - contributes to the receipts of taxes from citizens, at the expense of which social programs and projects will be financed;
- 5) incentive to act - "soft" advertising, which causes positive emotions, forms an internal readiness for action, and then the action itself; and is designed for long-term results; "tough" - has an aggressive character, shocking, shows the social phenomenon on the negative side, therefore prompting the consumer of social advertising for a quick reaction.

The goals of social advertising are: development of positive associations, socially meaningful for each member of a society; affirmation and propaganda of moral principles (kindness, love to fellow-man, care for animals and ecological problems of mankind); approval of charity; improvement of the educational system, cultural level; the formation of the tastes of the nation [8, p. 161].

In Ukraine, in accordance with the Law "On Advertising" (Article 12), the following requirements are put forward to social advertising:

1. "An advertiser of social advertising can be any person.
2. Social advertising shall not contain references to a specific product and / or its manufacturer, an advertiser, or intellectual property objects owned by the manufacturer of the product or the advertiser of social advertising.

3. People who make and disseminate social advertising free of charge and people who transfer their property and funds to other people for the production and distribution of social advertising shall be subject to the benefits provided by the legislation of Ukraine for charitable activities.

4. Mass media - distributors of advertising, whose activities are wholly or partly financed by state or local budgets, are obliged to place social advertising of state authorities and local self-government bodies and public organizations free of charge in the amount of not less than 5% of the airtime, print space given for advertising.

5. Mass media - delivers of advertising that are entirely or partially financed by state or local budgets are obliged to provide privileges for the placement of social advertising ordered by educational cultural and health institutions, which are held at the expense of the state or local budgets, as well as charitable organizations "[2].

The Law of Ukraine "On Social Services" that provides the provision of social services, including advertising and information, foresees that one of the activities of social workers is the dissemination of objective information about the types of social services, the formation of certain ideas and attitudes of a society to social problems.

Social workers take measures to inform citizens about the activities of the social service department and what kinds of social services it provides, the procedure for applying for social services and the conditions for their provision.

It should be mentioned that informing the population can be fulfilled by means of using:

- social service information cards which are placed in the social service premises in order to familiarize visitors with information in cataloged folders and / or information stands. Information cards can also be posted on the social service web page;

- information stands is the best means of providing information about social services with the fastest possibility of its replacement (update). It should contain relevant and comprehensive information needed in order to receive social services;

- printed informational materials, specialist guides and booklets containing the following information: the purpose and objectives of the social service department; the address, contact phone and work schedule; the social services provided and the conditions for their provision; the characteristic of social services provided by the social service departments; main social groups of citizens who are entitled to social services in the social service departments; qualifications and experience of the staff who provide social services in the social service departments;

- the social service web page where one can place much more information than can be placed in an advertisement section in a newspaper or magazine, a booklet, an advertising postcard, etc. It must be said that a web page is very beneficial as it can be used at any convenient time, when a phone is engaged or difficult to manage to get somebody on the phone;

- an address to the hot line and direct personal communication [10, p.39].

It should be noted that in order to maintain effectiveness of the use of information technology, the head of the social service department should identify responsible employees in this area of work. Volunteers may also fill in information, but overall supervision should be coordinated by the social service staff. The supervisor must review the information pages of the social service departments periodically and evaluate the quality of this work. Of course, the supervisor should be able to view the comments of the participants and responses of visitors of the web page in order to know the reaction of the public to the work of the service department and its employees, keep up to date with the latest news and, if necessary, make an immediate decision [10].

Conclusions. Nowadays, our country faces increase in the activity of social advertising at both the country and regional levels. However, this problem is still poorly developed at the theoretical and empirical levels. So, one should assume that social advertising in Ukraine has a huge potential for development. After all, social advertising is a powerful tool for shaping public opinion and very essential for our society because social advertising promotes social support of the population, restore humanistic relations between people; and on this basis promotes the development of new economic ties and civil society. Implementation of advertising and information technologies into the process of providing social services to the population is a prerequisite for achieving social stability and welfare of the Ukrainian society. Social advertising is a separate form of mass media, constantly evolving and fulfilling its main function - making the world better.

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